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The objectives of sustainable development - ways to achieve welfare

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Abstract

A sustainable development must be backed up by economical growth, in line with the requirements for ecological balance and the entire human development. Regarding sustainable development, there are several relevant conclusions. These are: sustainable development is a global aim; analysis of sustainable development implies a systematical approach of the economico-social-ecological three-way system; sustainable development implies a profound change in the mentality of the social system. Therefore, the acceptance of sustainable development ideas is heavily required by the recognition of the fact that the past models for economical growth, all have limitations and flaws. As an answer for the above conclusions, it can attach three categories of economical objectives to sustainable development. These objectives are: economical objectives, social objectives (welfare and equity) and ecological objectives (biodiversity and resources).

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1. Introduction

In the context of increasing population and consumption of natural resources, sustainable development is a development model aiming at a balance between economic growths, quality of life and environmental preservation medium and long term without increasing consumption of natural resources beyond the capacity of the Earth. The deepening global problems such as depletion of natural resources, damage to the natural environment, economic and financial crises repeated, and increasing consumption led to the development paradigm shift from consumption to sustainable development and recognition of new courses of action, namely green growth. This paper proposes a

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ways to create economic welfare given the turbulent environment in which organizations revolve. This paper is organized in five sections. Section 2 contains two subsections: the first focuses on reviewing the historical and conceptual precursors of the concept of sustainable development and the second presents the concept of sustainable development from the perspective of various researchers. Section 3 it devoted to the description of the the main objectives of sustainable development. The Section 4 is intended to the presenting of the proposed ways of achieving of economic welfare. Finally, Section 5 presents the preliminary conclusions. The paper ends with a list of the relevant bibliography for the subject.

2. Theoretical approach to the concept of sustainable development

2.1. History of emergence and development of the concept of sustainable development

The theory of sustainable development is relatively new and is in development. The concept of sustainable development has emerged at a time when the topic of the environment is at the forefront of political debate. The roots of the concept of sustainable development rooted in promoting the sustainable use of natural resources. Legal regimes aimed at conservation of marine resources, wildlife, habitat, protection of cultural and natural heritage, protection of Antarctic etc. aim to protect the global environment and resources indicate a wide acceptance internationally sustainable use of natural resources (Bejan & Rusu, 2007). With the increasing complexity of the global economy connections direct or indirect economic theory examines sustainable development, was felt by specialists need to redefine the concept. The concept of sustainable development has as its starting point the global ecological crisis and later developed by incorporating all spheres of economic and social and human, reaching as today, sustainable development represents a new way of humanity. Therefore, sustainable development was conceived as a solution to the ecological crisis caused by intense industrial exploitation of resources and the continuous degradation of the environment and seeks primarily to preserve environmental quality. Thus, after twenty years of unprecedented economic expansion, only in the 50s when the first concerns the definition of sustainable development. Sustainable development has become widespread both in the academic and in the companies and public institutions (Rusandu, 2008). Of course topic drew attention through many articles published in journals or in various conferences and was then taken over by business schools. Official bodies such as the environment protection authorities worldwide, EU, UN and World Commission on Environment and Development established groups to take part in discussions and research, and to debate this issue. For an overview of the steps that led to the development of the concept of sustainable development, table 1 shows the evolution of the concept.

Table 1. The evolution of the concept of sustainable development: synthesis main approaches

Year	Event
1951	International Union for the Nature Conservation published the <i>first report</i> on the global environment, which aims to search for reconciliation between economy and ecology.
1960	Economic activities have a <i>negative impact</i> on the environment due to the presence of a high degree of degradation and pollution.
1970	Barbara Mary Ward (founder of the International Institute for Environment and Development) created and introduced the concept of <i>sustainable development</i> .
1972	It published the <i>first report of the Club of Rome</i> - "Limits to Growth" and held the first UN Conference on environmental issues in Stockholm. At the conference were identified over 60 interpretations of the concept of development, the new vision of the interdependence of environmental issues, general welfare and economic growth process. One of these interpretations has led to the term <i>eco-development</i> period which highlights the necessity of finding concrete development strategies capable to lead to sustainable and ecologically healthy in a given system, the basic needs of the local population.
1973	E.F. Schumacher defines the concept of local <i>economic development</i> .
1974	Church Council lays the foundations of <i>sustainability</i> , defining four themes: society, the emission of pollutants, renewable resources and climate.
1983	Establishment of the <i>World Commission on Environment and Development</i> chaired by Gro Harlem Brundtland. Commission, known as the Brundtland Commission, was established as an independent body of the UN.

- 1985 *Vienna Convention* regulated solutions for reducing the use of substances that damage the protective ozone layer.
 - 1986 European Union introduced by Single European Act, for the first time, elements of environmental policy in a treaty of the European Community.
 - 1987 Report of the World Commission on Environment and Development, also known as the "*Brundtland Report*" after the initiator of this report bearing the title "Our Common Future", defines the concept of sustainable development.
 - 1989 UN General Assembly adopted *Resolution no. 44/228*, which convened a meeting on development and global environment.
 - 1992 United Nations Conference on Environment and Development, gathered in Rio de Janeiro, 145 presidents, prime ministers or vice presidents, is considered as the largest summit of the twentieth century. The most important documents adopted at this conference are: Rio Declaration on Environment and Development called "*Earth Charter*" action plan entitled "Agenda 21" Framework Convention on Climate Change, the Declaration on the Declaration on forests and desertification.
 - 1997 It was negotiated by 160 countries, the *Kyoto Protocol*. This agreement regulating GHG emissions reduction for industrialized countries by 5.2% in 2008-2012. Through this protocol were set in motion some mechanisms to reduce the negative environmental impact in the countries that have ratified it.
 - 1999 The *Treaty of Amsterdam* sustainable development (including the three aspects of economic, social and environmental) has become a political objective of the European Union.
 - 2000 *Millennium Declaration* adopted at the Millennium Summit by 191 countries, including Romania. Millennium Declaration is the only global agenda for development on which there is agreement at the highest level between most countries. At the Millennium Summit, Member States have set a number of 8 essential goals - Millennium Development Goals - with specific targets to be achieved by 2015. Heads of EU Member States have committed against the Lisbon European Council to create, by 2010, "the most competitive and dynamic knowledge-based economy in the world".
 - 2001 In Gothenburg Summit was adopted *EU Sustainable Development Strategy*.
 - 2002 In Johannesburg takes place the World Summit on sustainable development organized by the UN and represents the first major UN conference at the beginning of the XXI century.
 - 2005 Takes place United Nations Conference on Sustainable Development, were highlighted in some directions non-sustainable development that had negative effects and were drawn a number of ways forward.
 - 2012 In Rio de Janeiro was held last Earth Summit where it decided to launch a process to develop overall development objectives, to continue the process started by the Millennium Development Goals by the deadline of the end, 2015. The at the conference were adopted policy baselines for a green economy, with a structure of programs conducted over a 10 year period covering sustainable consumption and sustainable production methods.
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2.2. Brief definition of sustainable development

The concept of sustainable development has crystallized over time, over several decades, under thorough scientific debate internationally and gained political connotations precise in the context of globalization. Sustainable development is a holistic concept that combines aspects of natural, social and economic being involved in two big problems of mankind: the ability to create and to maintain. Although many decades have passed since the circulation of the concept of sustainable development, a precise definition of its content does not exist yet. Burton, I (1987) defines sustainability as the ability to meet the needs of the current population without compromising the chance of future generations to meet their own needs. The idea behind this definition is to ensure a better quality of life for all inhabitants of the planet, both for the present generation and for future generations, promoting the concept of reconciling economic and social progress without endangering the natural balance of the planet. In other words, integrative vision of sustainable development and viable must harmoniously combine economic growth, environmental protection, social justice, democracy and the rule of law, to be able to sustain human progress not only in a few places and for a few years, but for the whole planet and for long future. Another definition is based on the fundamental significance of sustainability, as the capacity of a system to evolve, without diminishing in terms of qualitative and quantitative attributes already acquired (Popescu, 2005). In this context sustainable development

must ensure the maintenance and improvement of living conditions possible for as many members of society while maintaining dynamic stability macro system components to the ecosphere, including macro system itself. But, author of definition escape from poverty and misery view facing millions, if not billions of people. Or keep the current state is not an objective for sustainable development as the more as it means and condemn future generations to a life similar to that of the current one. There is also the view which sustainable development requires growth in accordance with the requirements of ecological balance and the entire human development (Lele, 1991). This approach takes into account all aspects related to human progress, science culture, civilization, equality and equity between people, ethnic groups, nations and peoples. From what it finds is a broad definition, which shows clearly that comprehensive sustainable development should be centered on people, without neglecting the other components of sustainable development. Less evident is the side on equal opportunities between generations, extremely sensitive issue in the near future. It is worth mentioning that there are researchers who define sustainable development as a new attitude towards the environment, changing her relationships between human nature for a new partnership between the two entities, balance and harmony between them (Ciegis et al., 2009). Thus, this concept can not be limited to economic growth and quality assurance environment, but must include a favorable framework for solving social problems facing the individual and collectives. In this vision integrating sustainable economic development is the form or type of evolution that combines balanced economic growth with environmental protection, social justice and democracy. Consequently such a perspective is limited by availability of natural resources and the existence of techniques or technologies capable of providing effective use and therefore should be considered influence on the social system, especially over how to distribute the benefits. Hence, resources must be managed properly to contribute to the nutritional well-being, economic and social population long-term and very long.

Summarizing, it can be said that sustainable development brings forth a new set of values that will guide future model of economic and social progress, aimed especially human values and needs of present and future natural environment - the protection and conservation, and mitigation actual damage ecosystems.

Analyzing the above definitions, it follows that sustainable development has the following features:

- Sustainable development is a *global goal*. Acceptance doctrine and concept inclusion in national strategies are not a voluntary choice, more or opposable potential of a particular type of development, but is the only way realistic, responsible and beneficial to all nations, while being conordanta demands international cooperation.
- Acceptance philosophy of sustainable development is *acutely required* for recognition that previous models have flaws and limits growth.
- Analysis of sustainable development involves a systematic approach to *triad economic-social-ecological* because using classical methods of analysis and statistical indicators of the current system can not meet the demands of sustainable development.
- Sustainable development, recognizing the interdependence of the three systems and taking into account the need for scientific understanding of ecosystem functioning, involves a *profound change of mentality in the social system*, because current social condition, especially the many frustrations of generations make it impossible to practice philosophy of sustainable development without a change of mentality.

3. The objectives of sustainable development

Taking account of the current economic environment and declining natural resources, sustainable development objectives should focus on maximizing the satisfaction of the population, but also a more efficient use of resources (Fig. 1).

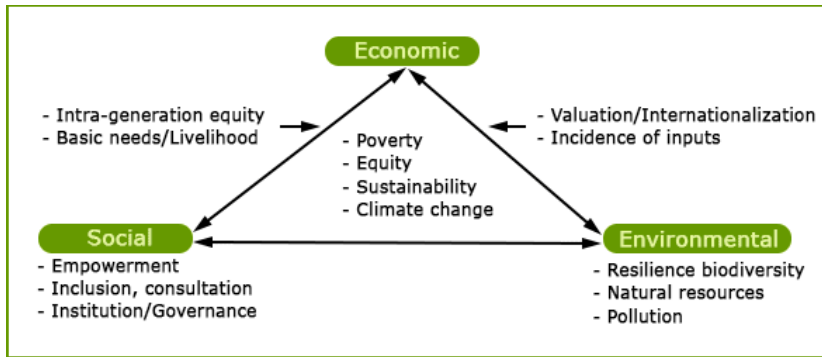


Fig. 1. The objectives of sustainable development

Source: (Munasinghe, 1993). Environmental economics and sustainable development, World Bank Publications

Therefore, as the Brundtland Report, sustainable development can be associated with three categories of objectives:

- *Objectives of the economic system* - maximizing the amount of goods and services produced in the technosphere, maximizing the efficient use of mineral resource flows, biological, energy and information flows; adaptation technologies mineral resources and reprocessing products.
- *Objectives of the social system* - equitable allocation of goods and services between the social contract partners at local, national or global; adequate training of all members of society in socio-economic process; creating, using and adapting permanent structures and mechanisms of political, institutional or related to information management systems that provide flexibility and self-regulation of social and economic; correlation systems evolution economic, social and environmental; maintaining cultural diversity to support faster adaptation of change.
- *Objectives of the ecological system* - maintaining biodiversity in support of the possibility of adapting the schimbareaconditiilor geo biosphere; compliance mechanisms of self-regulation and the natural cycle times in the biosphere.

Specifically, sustainable development ensures fuller knowledge of the function of the natural environment or arranged in relation to man and society (ingluenta positive direct and indirect effects on quality of life). Doing exercise is beneficial compared directly as comforting landscape, a place of leisure and recreational activities, be substituted by radio, service television and film.

4. Economic welfare - ways of achieving

To achieve its objectives, sustainable development must determine, improve well-being of the present generation without diminishing the welfare of future generations. Best ways to create wealth can be neither sustainable nor survival and sustainable ways may not be optimal, as fairness to future generations is that welfare while never drops. In this context, it highlights three possible ways of achieving wealth over time:

- Optimal, without being a sustainable way or one of survival.
- Optimal, which is not a sustainable way though it is one of survival.
- Necessarily optimal, but a sustainable and survival Ensure that you return to the.

Briefly, creating wealth should target economic growth, stabilization of demographic evolution, classical resources of energy dependence and increasing concerns over widespread introduction of renewable resources and clean. In this context, the ways underlying the creation of wealth are based correlations between the components of its organic and consider how human intervention resources circuit. Their definition must consider systemic approach to sustainable development based on utility functions specific to each subsystem and laprecizarea general systems theory according to which large aggregate whole system is more than the mere sum of its parts. Based on the above considerations were made *four ways* to create wealth:

- *Rational and fair management of mineral resources so as to avoid systematic accumulation.* To be effective reduction potential and existing accumulations, real time bomb as waste products must be well below the absorption capacity of nature. An important role in this direction lies in the sense of research to design and achieve viable methods, both to reduce waste volume by turning them into useful raw materials and for their integration fastest circuit nature. If such solutions are not available, nor are foreseen in an acceptable horizon, means that it is necessary to intervene upstream on the causal chain, decreasing or stopping extraction. One solution is represented and finding substitutes.
- *Registered flow circuit biological resources shall not register systematic variations.* It is contemplated that the consumption and waste products do not exceed the limits of disturbance of balance and self-regeneration mechanisms that ensure lithosphere and biosphere. Despite the indisputable results obtained in genetic engineering and bio-stimulators, according to the specific application is zonal, tradition and not least side effects on human health, plants and animals. Should not overlook the reality that sometimes no measures aimed at increasing the amount of product needed food triggered harmful effects of biodiversity and the environment in general.
- *The need for efficient use of energy flows circulating in the technosphere.* Given limited resources, their rational use and management lighthouse can not talk about wealth creation.
- *The requirement objective optimization criterion structure and functioning of humanity and the equitable distribution of goods and services.* In essence involves identifying and preserving those structures and social mechanisms that guarantee while equity.

The ways of achieving the welfare above is a minimal system of coordinates of evolution, far from covering the broad issue of what should be the sustainable development of humanity. This system can be complemented with explicit principles aiming at economic development, the pace of ridges and economic sustainability.

5. Conclusions

The analysis made that ensuring compatibility between economic and social development and environmental balance is directly proportional to the flexibility of interactions between the four fundamental systems (economic, human, environmental and technological), hence the need to act in several directions:

- Defining objectives and targets to be achieved.
- Achievement of objectives simultaneously complex and simple like this through the design and implementation of future profit maximization replacing ecological security and accounting of national development strategies.

In the plane of economic efficiency and social justice, sustainable development and maximize profit effectiveness, social cohesion and avoid nonexcluderii, optimiarea and pollution prevention and cost benefit. Moreover, under the influence of the same factors to obtain a higher level of quality of life and work, optimum utilization of potential technological and informational.

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